

2020 MTN DEW® OUTDOORS IOWA PROMOTION (“PROMOTION”)

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. MESSAGE AND DATA RATES MAY APPLY IF PARTICIPATING VIA A MOBILE DEVICE. MULTIPLE DRAWING DATES.

1. PROMOTION PERIOD: Promotion begins at 12:00:00 a.m. Eastern Time (“ET”) on October 25, 2020 and ends at 11:59:59 p.m. ET on November 21, 2020 (the “Promotion Period”).

2. HOW TO PARTICIPATE: During the Promotion Period, you can participate via the following methods:

(a) QR Code Entry: Look for a QR Code (the “Code”) on Mtn Dew display materials and scan the Code to participate from your mobile device (“Mobile Device”). By scanning the QR Code, you will be taken to the URL www.pepsipromos.com/IOWA (the “Website”) and advised to follow the on-screen instructions to complete registration instructions to enter.

(b)

Free Mail-in Participation: To enter for free, hand write your complete name (no initials), email address, street address (PO Boxes not accepted), city, state, ZIP code, telephone number, date of birth (MM/DD/YYYY) on a 3½”x5” postcard (“Mail-In Entry”) and mail it with sufficient postage to: Mtn Dew Outdoors Iowa Entry, PO Box 941459, Maitland, FL 32794-1459. All Mail-In Entries must be postmarked according to the schedule below in Rule 5. Mail-In Entries must be legibly hand-written. Mechanical reproductions, postage-due, Mail-In Entries mailed in an envelope or sent in excess of the entry limits set forth below will not be accepted. Mail-In Entries received without a verifiable and legible return address will be deemed incomplete and not valid entries.

Limit one (1) entry per day per person regardless of entry method. A “day” is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. ET and ending at 11:59:59 p.m. ET. The time clock of the Promotion administrator is the official clock for this Promotion.

In the event of dispute over the identity of a potential winner, an entry will be declared made by the authorized account holder of such email address or wireless phone number submitted at the time of entry, and potential winner may be required to provide identification sufficient to show that they’re the authorized account holder of such email address or wireless phone number. It is solely the responsibility of the participant to notify the Sponsor in writing if the participant changes their email, wireless phone number or postal address during the Promotion Period. Each entry must be manually keystroked and manually entered by the individual participants; automated and/or repetitive electronic entries (including but not limited to entries made using any script, macro, bot or promotion service) will be disqualified and transmissions from these or related email/IP addresses or wireless phone number may be blocked. To notify Sponsor of any changes in address, email address or phone number, send email to prizes@enterpromo.com and provide the new information. Include “PepsiPromotions.com/LCContactChanges” in the subject line.

3. ELIGIBILITY: Open to legal residents of Iowa, who are 18 years of age or older at the time of registration. Employees, contractors, directors, and officers of participating restaurants, PepsiCo, Inc., Pepsi-Cola Company (“Sponsor”) and its bottlers and each of their respective parents, subsidiaries and affiliated companies, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Promotion (collectively “Promotion Parties”) and the immediate family members (spouse, parent, child, sibling, grandparent, and/or “step” of each) and those living in the same households as such employees whether related or not are not eligible to participate.

4. PRIZE DETAILS:

PRIZES: Ten (10) Weekly Prizes will be awarded from 10/25/20 – 11/21/20, for a total of forty (40) prizes, as per the schedule and prize detail below.

Date	Prize	Value
10/25-10/31	Packable down camo jacket, and deer Logo tee	\$63
11/1-11/7	2 Base camp chairs, charcoal grill	\$140
11/8-14	Performance camo ¼ zip hoodie and Costa Diego sunglasses	\$235
11/15 – 11/21	Charcoal grill and water smoker High Performance cooler	\$520

5. DRAWING: Potential winners will be selected in a random drawing from among all eligible entries received within each Entry Period (defined below), per the entry schedule below. Odds of winning a Grand Prize depend upon the number of eligible entries received by each entry deadline. Entries eligible for one drawing will not roll over or remain eligible for any subsequent drawings. Drawing will be conducted by an independent judging organization, whose decisions shall be final and binding. All prizes will be awarded.

ENTRY GRID	ENTRY PERIOD DATES	MAIL-IN ENTRY POSTMARK DEADLINE	MAIL-IN ENTRY RECEIVED BY DEADLINE	DRAWING DATE (on or about)
<u>ENTRY PERIOD 1:</u> Ten (10) Prizes	10/25/2020 at 12:00:00 a.m. ET - 10/31/2020 at 11:59:59 p.m. ET	10/31/2020 at 11:59:59 p.m. ET	11/6/2020 at 11:59:59 p.m. ET	11/7/2020
<u>ENTRY PERIOD 2:</u> Ten (10) Prizes	11/1/2020 at 12:00:00 a.m. ET - 11/7/2020 at 11:59:59 p.m. ET	11/7/2020 at 11:59:59 p.m. ET	11/13/2020 at 11:59:59 p.m. ET	11/14/2020
<u>ENTRY PERIOD 3:</u> Ten (10) Prizes	11/8/2020 at 12:00:00 a.m. ET – 11/14/2020 at 11:59:59 p.m. ET	11/14/2020 at 11:59:59 p.m. ET	11/20/2020 at 11:59:59 p.m. ET	11/21/2020
<u>ENTRY PERIOD 4:</u> Ten (10) Prizes	11/14/2020 at 12:00:00 a.m. ET - 11/21/2020 at 11:59:59 p.m. ET	11/21/2020 at 11:59:59 p.m. ET	11/28/2020 at 11:59:59 p.m. ET	11/29/2020

6. WINNER NOTIFICATION: The potential winners will be notified by text, phone and/or email at the text, phone and/or email address provided upon entry, within seventy-two (72) hours of the drawing. If a potential prize winner is notified by text, email or phone, they will be required to respond within seventy-two (72) hours or prize will be forfeited and may be awarded to an alternate winner. Sponsor is not responsible for suspended or discontinued wireless or internet service which may result in a potential winner not receiving initial prize notification. Once the potential winner notification is confirmed to Sponsor, the potential prize winner may be sent an Affidavit of Eligibility and Liability and, unless prohibited by law, Publicity Release to be signed, notarized and returned within the number of days indicated on the Affidavit. In the event (i) the attempted notification is returned as undeliverable without a forwarding address; (ii) a telephone or text message notification is not confirmed to Sponsor within seventy-two (72) hours; (iii) any required documents are not returned within the required number of days; or (iv) if potential winner cannot attend on the date specified or is otherwise unable to accept the prize as stated, or (v) the potential winner declines the prize for any reason, prize will be forfeited and may be awarded to an alternate winner. Prize will only be awarded to addresses within Iowa. Prizes will be awarded.

7. LIMITATIONS OF LIABILITY: Sponsor and Promotion Parties assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Promotion; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, camera, computers or providers utilized in any aspect of the operation of the Promotion or the Website; (d) inaccessibility or unavailability of any network or wireless service, the Internet or website or any combination thereof; (e) suspended or discontinued Internet, wireless or land line phone service; or (f) any injury or damage to participants or to any other person's computer or mobile device which may be related to or resulting from any attempt to participate in the Promotion or download of any materials in the Promotion or from the Website. If, for any reason, the Promotion is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Promotion in whole or in part. In such event, Sponsor shall immediately suspend all drawings and prize awards, and Sponsor reserves the right to award any remaining prizes (up to the total set forth in these Official Rules) in a manner deemed fair and equitable by Sponsor, such as by way of example and not by way of limitation, in a random drawing from among all eligible, non-suspect entries received up to the time of the impairment, and Sponsor and Promotion Parties shall not have any further liability to any participant in connection with the Promotion. Sponsor may modify and amend these Official Rules as they may appear online from time to time during the Promotion for clarification purposes without materially affecting the terms and conditions of the Promotion.

8. WINNER RELEASES: By participating in the Promotion, entrants release Sponsor and Promotion Parties from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with submitting an entry or otherwise participating in any aspect of the Promotion, the receipt, ownership or use of any prize awarded, or while preparing for, participating in or traveling to or from any prize-related activity or any typographical or other error in these Official Rules or the announcement or offering of any prize. The winner shall bear all risk of loss or damage to their prize after it has been delivered. Except where prohibited by law, the winner grants to Sponsor the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known, such winner's name, address, voice, statement, picture or other likeness, without additional compensation, worldwide, in perpetuity, for public relations, advertising and promotional purposes as may be determined by Sponsor, as applicable. Prizes will only be delivered to street addresses located in Iowa.

9. GENERAL CONDITIONS: This Promotion is governed by the laws of the United States and of the State of New York without respect to conflict of law doctrines. The winner is solely responsible for any and all taxes and related expenses on the prize. Sponsor reserves the right to substitute a prize of equal or greater value in the event a prize or any portion of a prize becomes unavailable. No substitution of prize is offered, no transfer of prize to a third party is permitted, and non-cash prizes may not be redeemed for cash value except at Sponsor's sole discretion. All other expenses on the receipt and use of the prize not specifically mentioned herein are solely the responsibility of each individual winner. Any portion of a prize not accepted by winner will be forfeited. Upon forfeiture for any reason as stated in these Official Rules, no compensation will be given. All federal, state and local laws and regulations apply. Any personal information provided in connection with participation in the Promotion will only be used by Sponsor to notify a potential winner and/or fulfillment of a prize and shall be subject to the Pepsi-Cola Company's Privacy Policy available at <http://policy.pepsi.com/privacy.htm>.

10. CONDUCT: By participating in this Promotion, participants agree to be bound by these Official Rules and the decisions of the Sponsor that shall be final and binding in all respects. Failure to comply with these Official

Rules may result in disqualification. Sponsor reserves the right, at its sole discretion, to disqualify any individual found to be tampering with the entry process or the operation of the Promotion; or to be acting in any manner deemed by Sponsor to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsor to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY A USER OR PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS PROMOTION OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR AND PROMOTION PARTIES AND EACH OF THEIR RESPECTIVE AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

11. WINNERS LIST: For the name of the Grand Prize winners, send a self-addressed, stamped envelope by December 31, 2020 to Mtn Dew Outdoors Iowa Winners List c/o PSG, PO Box 941459, Maitland, FL 32794-1459.

12. SPONSOR: Pepsi-Cola Company, 555 West Monroe Street, 16th Floor, Chicago IL 60661.

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